### Cuyahoga Valley National Park

# Countryside Initiative

#### Request For Proposals

To: lease farm properties in Cuyahoga Valley National Park;

To: conduct sustainable agriculture enterprises thereon;

To: help reestablish a working agricultural landscape in CVNP;

To: help preserve and protect for public use and enjoyment, the historic, scenic, natural, and recreational values of the Cuyahoga River, and adjacent lands of the Cuyahoga Valley.





Leasing Opportunities for 2001

# Countryside Initiative

Request For Proposals

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This map segment, excerpted from the Atlas of Cuyahoga County (1874), depicts a portion of Brecksville Township. While a primary purpose of the atlas was to show the then current ownership of land, it also reveals the region's original pattern of land survey as a system of numbered lots. The long lots running west from the Cuyahoga River are unique to the Brecksville section of the Cuyahoga Valley, and are highly unusual in any part of English North America. They are reminiscent of French land division along the St. Lawrence River in Canada. But, Brecksville settlers appear to have ignored this special orientation to the river, and treated these lots much like the others.

Original survey lines, shown so clearly in this early map, are also visible in the physical landscape itself, as fence rows, tree lines, and vegetation patterns. Twentieth century aerial photos of the area are easily matched to this map. And the original survey lines are still discernible "on the ground" to those able to interpret the look of the landscape. The Vaughn and Leyser farms, in this leasing opportunity, began their existence on Lots 80 and 79 respectively, of this map (see pages 16 to 19.)



#### Front Cover Photo

A view of Boston, Ohio (looking east), c. 1908. Notice the openness and diversity of the countryside: Woodlands are interspersed with gentle hillside pastures, there are corn fields along Main Street (center of photo), and a field of market garden crops at the intersection of Boston Mills Road and Riverview Road (foreground). Compare this photo to the bird's-eye view of Boston, c. 1930, on page 6.

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# Summary of the Leasing Opportunity

### About This Request for Proposals

This is a rather unconventional Request for Proposals (RFP) – unconventional because it must introduce and explain Cuyahoga Valley National Park's innovative new program, called the Countryside Initiative. The Initiative challenges strongly entrenched paradigms – assumptions, beliefs, and conventional ways of thinking about how things work. It challenges the common (American) assumption that people don't live in parks (let alone farm in parks). It denies the assertion that agriculture can't be environmentally friendly, simply because it often isn't. It debunks conventional wisdom that small farms can't be profitable, that farmers must "get big or get out." And it adopts an innovative threefold approach to public/private partnerships to implement its key features. Hence, this RFP - the first in a series to be issued over the next decade to implement the Countryside Initiative – explores philosophical and conceptual issues more carefully than might be necessary for a more conventional leasing opportunity.

This RFP is addressed to persons who already know (or suspect) they would like to lease one of the farm properties available. For potential proposers, the RFP provides guidelines necessary to prepare a strong proposal. More importantly, it gives them sufficient detail and perspective to understand that taking responsibility for an Initiative farm could significantly change their lives. And for others – interested parties who hope to support and promote the Countryside Initiative in various ways, or who hope to apply its concepts elsewhere – this RFP provides the best description available of how the program will work.

### The Countryside Initiative

Cuyahoga Valley National Park (CVNP) is responsible "for preserving and protecting for public use and enjoyment, the historic, scenic, natural, and recreational values of the Cuyahoga River and adjacent lands of the Cuyahoga Valley. . . ." Since the park's establishment in 1974, park managers have understood the above statement, taken from the park's enabling legislation, to include the rural countryside – the Valley's working agricultural landscape. Yet despite various attempts to stem the decline of agriculture within park boundaries, most farms have continued a century-long slide into disuse and disrepair.

This RFP launches an ambitious new program, called the Countryside Initiative, to rehabilitate and revitalize 30 to 35 of the picturesque old farms that operated in the Valley from the mid-nineteenth century to the mid-twentieth. The new farms will pursue modern, sustainable farming practices in harmony with the specific purposes for which CVNP was created, and in harmony with long-established cultural and environmental values of the National Park Service (NPS).

# Appropriate Types of Farming

This RFP offers five farms for leasing, beginning in mid-2001. These farms range in size from 12 acres to 61 acres and are suitable for culturally intensive fruit and vegetable production, management intensive grazing operations, and integrated crop-livestock enterprises. Certified organic production systems are favored, though not required; non-certified organic production systems are also expected to operate in the same general part of the sustainability spectrum. Typically, Initiative farms will produce high quality specialty products for direct, local, retail sale. Marketing methods will take forms such as: pick your own, community supported agriculture, roadside stands, local farmers markets, and direct sales to individuals and restaurants. Each farming enterprise

will reflect the characteristics and capabilities of a particular farm site and the particular knowledge, skills, and preferences of the farm lessee.

### Long-term Leases

Countryside Initiative farm properties may be leased for periods of up to 50 years. Hence, a lessee may make a significant capital investment to establish a particular farming enterprise, and fully amortize the investment over the period of the lease. Long-term leases also allow lessees to pursue land stewardship practices, which may require years to implement – and years to recover one's costs. Once competitively earned, a leasehold interest is transferable (by gift, sale, or other means) should the lessee need or desire to discontinue active farming before the lease expires – subject to approval by CVNP. By law, all leases must be re-offered competitively at the termination of the lease. And all leases must be made at fair market value rent.

### An Innovative & Significant Project

The Countryside Initiative offers lessees the opportunity to be part of a truly innovative and significant project. Nothing quite like this has previously happened in North America. In other parts of the world, especially in Europe, an appreciation of farming's potential to create and maintain aesthetic beauty and ecological health in the countryside is well understood. Farming is often used for such purposes in large regional and national parks, and used to carefully manage non-park landscapes around urban centers. The Countryside Initiative introduces such concepts and practices to America. First, and most specifically, it will allow CVNP to better fulfill its preservation and protection functions, while greatly enhancing the Park's educational and recreational offerings. Secondly, the Initiative serves as a useful model for certain

other multi-use parks, in NPS and elsewhere. And third, it will showcase alternative types of farming which can become important components of smart growth development in urban fringe communities across America.

# Pursuit of Enlightened Self-Interest

The Countryside Initiative offers lessees unusual opportunities to define and pursue satisfying and successful lives, based on enlightened self-interest. The Initiative makes small farms with excellent production and market potential very accessible and affordable – and explicitly encourages the pursuit of personal financial profit therefrom. That profit provides the financial basis for supporting quality-of-life goals – such as being able to work closely with family and friends while contributing to the beauty and environmental health of one's locale (in this case CVNP). The Countryside Initiative seeks farm lessees who see themselves as simultaneously cultivating profit, community, and ecological health.

# Threefold Partnerships

CVNP has frequently relied on close working relationships with other governmental agencies and private organizations (both profit and nonprofit) to achieve common goals. In 1999, a new nonprofit organization, the Cuyahoga Countryside Conservancy (CCC), was established to help develop and manage the Countryside Initiative. CCC provides technical information and guidance on sustainable agriculture, helps prioritize rehabilitation of farm properties, recruits and evaluates prospective farm lessees, and evaluates and monitors each farm's annual operating plan. CCC will work closely with each farm lessee to align their private goals and operating plans with the public objectives of the Initiative. This represents an intentional threefold partnership, drawing on the distinctive strengths and resources of the government sector (CVNP), the business sector (lessees), and the cultural sector (CCC).

### Competitive Proposal Process

This RFP is open to all interested parties on a competitive basis. Whoever submits the proposal judged most likely to achieve a particular farm's best use within the context and purposes of the Countryside Initiative – and demonstrates the capacity to successfully implement the proposal – will be awarded the opportunity to negotiate a lease agreeable to both the proposer and CVNP. The Countryside Initiative needs a few good farmers – farmers committed to the concepts of sustainable agriculture and a vision for sharing those concepts with some of the 3,500,000 annual visitors to CVNP.

# Historical Context & Juture Vision

### The National Park Idea

The world's first national park – Yellowstone – was established by the United States Congress in 1872 as "a public park or pleasuring ground for the benefit and enjoyment of the people." Since then, the idea of creating nationally significant parks has spread to over 100 countries, and resulted in more than 1,200 parks. The care and management of Yellowstone was placed in the hands of the U.S. Secretary of the Interior. And in 1916, Congress created within the Department of the Interior, a National Park Service to "promote and regulate the use of federal areas known as national parks, monuments, and reservations." Today, NPS manages some 383 units variously designated as national parks, monuments, preserves, lakeshores, seashores, wild and scenic rivers, national trails, historic sites, military parks, battlefields, historical parks, recreation areas, memorials, and parkways. All protect and oversee

public use of some nationally significant aspect of America's natural or cultural heritage.

### Parks to the People

Although several units of the National Park System existed near urban centers prior to the 1960s, few NPS employees regarded the provision of recreation for nearby urban populations to be a function of their agency. However, the social and political turmoil of the 60s caused a profound rethinking of the roles played by many governmental and non-governmental organizations, including NPS. The Park Service was regarded by some as remote, and neglectful of urban citizens. Responding to such criticism, and to other needs, NPS developed a high profile and highly successful Summer in the Parks program in 1967, for federal parks in the Washington, D.C. area. And by 1972, Gateway National Recreation Area (in New York Harbor) and Golden Gate National Recreation Area (in San Francisco) were formally established. These so-called gateways were intended to serve as models for large, multi-use parks near urban centers. As Interior Secretary Rogers Morton said at the time, "We can no longer accept the premise that parks are where you find them; we must identify – and create – parks where people need them." Thus was formed a new initiative popularly known as Parks to the People. Five national urban parks have been created since 1970, including Cuyahoga Valley National Recreation Area (CVNRA) – since renamed Cuyahoga Valley National Park.

# Cuyahoga Valley National Park

#### Purpose of the Park

In 1974, Congress established CVNRA (renamed a National Park in 2000), "for the purpose of preserving and protecting for public use and enjoyment, the historic, scenic, natural, and



This scenic view of woodlands and farm fields along the Cuyahoga River was taken from a railroad bridge a half mile south of Peninsula, Ohio c. 1890. Rapid degradation of such scenic beauty became a powerful incentive for protecting the river and adjacent countryside in the 1960s and 70s.

recreational values of the Cuyahoga River and the adjacent lands of the Cuyahoga Valley, and for the purpose of providing for the maintenance of needed recreational open space necessary to the urban environment . . . ." Most local park proponents believed that CVNP's creation occurred just in the nick of time. Although the Cuyahoga Valley, situated between Akron and Cleveland, Ohio, escaped the sort of industrial and commercial growth experienced by these two urban centers, development was creeping into the Valley itself by the 1960s and 70s. Subsequently during the 80s and 90s, suburban sprawl has piled up against the eastern and western boundaries of the new park.

By its 25th birthday in 1999, CVNP had an impressive array of achievements to its credit. An extensive infrastructure of improved roads, trails, shelters, and visitor centers were in place. Three major recreational/educational features envisioned for the park have been established: the 20-mile Towpath Trail, the Cuyahoga Valley Scenic Railroad, and the Cuyahoga Valley Environmental Education Center. In short, most of the park's

original management and program goals have been successfully accomplished – with one major, nagging exception. Preserving and protecting the park's rural countryside for public use and enjoyment has turned out to be an extremely complex and elusive goal.

Looking back, by the 1870s, many Clevelanders and Akronites were already venturing into the Cuyahoga Valley to escape the pressures of urban industrial life. They came for carriage rides down country lanes, boat rides on the canal, and by the 1880s scenic excursions on the Valley Railway. They came for picnicking, hiking, and nature study. They came to enjoy the beauty of the open countryside and to buy fresh produce from Valley farmers. By the beginning of the 20th century, the Cuyahoga Valley was, in effect, an urban recreation area – a country retreat for city folks. CVNP's Statement for Management (1993) notes that "the Valley's real magic and magnetism will always be rural charm set in relief against an urban background. . . ." And the official NPS index of national parks says matter-of-factly that CVNP "preserves rural landscapes along the Cuyahoga River between Cleveland and Akron, Ohio."

#### Loss of Rural Landscapes

In fact, rural landscapes have become one of CVNP's most "endangered species" – mainly because the activity most responsible for creating and maintaining them has all but disappeared from the Valley. Without a viable community of working farms, the countryside – that appealing patchwork of pastures, cropland, and woodlots – quickly disappears. Although the old farms within the boundaries of CVNP have been protected from the concrete and asphalt blanket now covering their counterparts in surrounding suburbs, most park farms have continued their long slide into disuse and disrepair – and quickly become overgrown with weeds and brush. The distinctive look and feel of a working agricultural landscape is largely gone, scenic vistas are increasingly obscured, and the park as a whole feels more and more closed in.



This wintry image of the Valley Railway, Ohio and Erie Canal, and surrounding meadows and pastures, was taken near Boston, Ohio, c. 1890. Few long vistas of

The Countryside Initiative is an ambitious program to revitalize 30 to 35 of the old farms in CVNP – and thereby restore for public use and enjoyment many of the distinctive historical, scenic, natural, and recreational values for which the park was originally established.

# The Countryside Initiative

#### The Countryside Image

"You know this image: a mix of crops weaves a varied field pattern, livestock graze on the land, woodlands and streams make sensuous borders along the fields, tidy farmsteads dot the landscape. There are fish in the pond, birds in the sky, and wildlife in the woods. The air is clean. There is a small town

nearby with a school, stores, and churches. You might not live in this landscape, but you would like to visit it, and when you did, you could stop and enjoy a friendly talk with the farmer and buy fresh produce you couldn't buy in the city."

 Joan Iverson Nassaur, "Agricultural Landscapes in Harmony with Nature," Visions of American Agriculture, ed. by William Lockeretz. Ames: Iowa State University Press, 1997.

Visitors venturing into the Cuyahoga Valley in the 1870s no doubt carried a similar image in their minds. And, no doubt, found it reinforced by their experiences there (though the fish, we may be sure, would have been in the canal rather than farm ponds!). Such realities lingered in the Valley through mid 20th century. And so, the image remained strong in the minds of thousands of volunteers who worked to establish a major park.



A bird's-eye view of Boston, Ohio, taken from a hillside west of the village, c. 1930. Though a bit fuzzy, the photo documents a still open and diverse agricultural landscape, some twenty years after the photo of Boston shown on the front cover (taken somewhat some twenty years after the photo of Boston shown on the front cover (taken somewhat lower on the same hillside, c. 1908). Most of this working agricultural landscape is now lower on the same hillside, c. 1908). Here and there, old fields remain which will once again covered by natural succession. Yet, here and there, old fields remain which will once again be tended and cared for as farmland, as part of the Countryside Initiative.

That image still lingers in the minds of many, though the reality has largely slipped away. Indeed, today the image doesn't fit well with much of rural America, where industrial agriculture predominates. Some would say it is now just generic nostalgia. But it is a strong popular image, widely shared in Western society for hundreds of years. It is what many of us *want* the countryside to look like, to be like – and most would support efforts to make reality fit the image.

The Countryside Initiative finds its inspiration and its name in that popular image of the countryside so deeply embedded in Western minds. Recent English writers occasionally speak of the *middle landscape* – a place poised midway between the city and the wild, between civilization and wilderness. Middle landscape is an evocative and appealing term – but for most of us the older term *countryside*, is the more familiar, and comfortable. It evokes an image of humans working in harmony with one another and with nature. It conjures up a sense of tended, cared for, valued nature. It offers a powerful and appealing vision of what farming could and should be like in the Valley again – especially since it would now be part of a national park!

#### Parks as Lived in Places

Farming in a national park (or any other park) is a most unconventional idea in America. Americans tend to perceive parks as places to visit, not live in – regardless of whether it is a Yellowstone-like wilderness, or a manicured metropark. That is not the case in many other parts of the world. In Great Britain, for example, over 10% of the English landscape is located within the boundaries of a national park – over 90% of that is privately owned, and most of it is in farms. Not only is it considered natural and normal to live in parks there, farming is considered the only practical way to maintain the openness, beauty, and diversity of the countryside.

CVNP has much in common with English and other European parks, and to a degree can draw on their experiences. Yet many of the cultural assumptions about parks are quite different in North

America, and there are few park management traditions to guide a project, such as the Countryside Initiative. Hence, the Initiative is breaking new ground conceptually, philosophically, and legally – in addition to cultivating old farmlands physically.

#### The Concept of Sustainable Agriculture

The countryside, the middle landscape, encompasses much more than farming and agriculture. Yet, those are the main forces or processes honing the general look and feel of most countrysides. And the *kind* of agriculture pursued – the *values* and *assumptions* on which it is based, the *means* it uses, and the *ends* it seeks, determine the character of the countryside. So, it is critical to ask what kinds of farming would be appropriate for CVNP, what kinds would be compatible with the values, purposes, and traditions of NPS.

There are, perhaps, three points of view worth noting here. First, some environmentalists see agriculture as generally destructive of nature, and therefore better limited to zones which can be isolated and sacrificed for activities such as food production. But that is an extreme view even within the environmental movement, and it is not widely held in our society. It is certainly not responsive to the purposes for which CVNP was established. The opposite extreme (which provides considerable justification and fuel for the prior view) is what is often labeled *modern*, *mainstream*, *conventional*, or *industrial agriculture*. And a third option is generally referred to as *alternative*, or *sustainable*, agriculture – a middle way, perhaps, for the middle landscape.

Sustainable agriculture is the generic term now most commonly used to identify the diverse kinds of farming regarded as appropriate for the Initiative. Included under this conceptual umbrella are several discreet schools of thought and practice bearing names like organic, biointensive, biodynamic, permaculture, holistic, civic, integrated, and low-input. The term sustainable came into wide use following the 1988 establishment of a small program within the United States Department of Agriculture, named Low Input Sustainable Agriculture (LISA). After several

years, that program was renamed the Sustainable Agriculture Research and Education Program (SARE) – as it became more apparent that sustainability was far more complex than limiting expensive production inputs and avoiding ecologically harmful practices.

Even in its early years, sustainable agriculture explicitly rejected most of the assumptions and practices of industrial agriculture. It advocates more and smaller farms; limited capitalization and limited use of credit; selective appropriate mechanization; replacement of most agricultural chemicals with biological, cultural, and mechanical alternatives; and grass-based, free-range livestock systems. Equally importantly, sustainable agriculture rejects the assumption that maximizing short-term economic profit is an overriding end that constrains all decision-making.

In recent years, as sustainable farming has begun to emerge as a viable alternative in certain contexts to industrialized food production methods, a broad consensus is forming regarding its fundamental nature. To be truly sustainable, practitioners now argue, agriculture must be *economically profitable*, *socially responsible*, and *ecologically healthy*. A box which lacks length, breadth, or depth is not a box. Agriculture which lacks any of these three dimensions is not sustainable over time.

#### Self-Interest: Personal, Shared, Altruistic

Agricultural economist John Ikerd describes the concept of sustainability as being focused on intergenerational equity — meeting the needs of the present while leaving equal or better opportunities for the future. Sustainable farmers, he says, pursue an enlightened self-interest, comprised of personal, shared, and altruistic interests. Personal self-interest is primarily about individual monetary gain and material possessions. Shared interests focus on relationships, community, and social values. Altruistic interests focus on ethics, morality and stewardship — doing what is right with little expectation of direct personal gain.

These new farmers are a diverse lot, but they share a common pursuit of a higher self-interest. They are not trying to maximize profit, but instead are seeking sufficient profit for a desirable quality of life. They recognize the importance of relationships, of family and community, as well as income, in determining their overall well being. They accept the responsibilities of ethics and stewardship, not as constrains to their selfishness, but instead, as opportunities to lead successful lives.

John Ikerd, "New Farmers for a New Century",
 Youth in Agriculture Conference. Ulvik, Norway
 (February 14 – 15, 2000).

#### Retail Farming and Niche Markets

Many find Ikerd's words profound and inspiring. Economic skeptics suggest they are nice, but naive – and assert that they could not be made to work in the real world. In fact, Ikerd is describing what already is working for thousands of individual farmers across America and around the globe. He has identified critical factors that allow such farmers to confound the conventional wisdom of conventional agriculture. Many of the contrasting assumptions and practices that distinguish these farmers from their conventional brethren were noted earlier. But Ikerd emphasizes an additional, little understood distinction between conventional and sustainable agriculture. Conventional agriculture is usually a wholesale enterprise, while sustainable farming is typically a retail enterprise. And therein lies the key to economic success for small scale farming – and the answer to economic skeptics.

Industrial agriculture produces generic commodities for mass markets and global trade. Producer and consumer never see

one another, know and care little about one and other. Sustainable farming usually focuses on high quality specialty products for direct, local, retail sale - to regular customer/friends. Conventional farmers receive approximately 20 cents from each dollar spent by American consumers for food, half of which covers production costs such as equipment, supplies, and labor. The remaining 80 cents goes to middlemen for transportation, storage, processing, distribution, advertising, and retailing. The economic success of farmers using sustainable methods rests in part on eliminating most of these middlemen. More importantly, it rests on niche marketing - marketing directly to people who care about (value), and are willing to pay a premium price for, food that is of higher quality, grown to their specifications, and grown without the social and ecological harm resulting from industrial farming practices.



Countryside Initiative livestock enterprises will generally use grass-based, loose-confinement production systems. Traditional breeds of farm livestock and poultry – many now rare and endangered – are often better adapted for such conditions than breeds more recently developed for grain-based, close-confinement systems. Such breeds, like the Tennessee meat goat and Broad Breasted Bronze turkey shown here, have excellent production and marketing potential, and may once again be seen grazing Cuyahoga Valley pastures. Photos courtesy of the American Livestock Breeds Conservancy.

#### Farm Sizes and Enterprises

Initiative farms will range in size from 10 acres or less, to 100 acres or more. Most farms will grow and sell the kind of food and fiber crops which were grown and sold in the Valley from early 19th century through mid 20th century – even though their methods will be decidedly post-modern (sustainable). We expect to see all manner of fruit and vegetable production (probably with herbs and flowers mixed in). The Valley offers excellent grazing opportunities for meat production (beef, lamb, chevon, chicken, turkey), and for small dairies (cattle, goat, sheep). Some free-range poultry operations will probably include egg production. Many farms will integrate crops and livestock systems, in order to limit production and marketing risks, and to provide greater ecological diversity and balance.

All Initiative farms must utilize production practices which are described in Appendix B as more sustainable. Many Initiative farmers will choose to become certified organic growers, although that is not a requirement of the Initiative. Those who do not must still follow production methods which strictly limit the use of conventional agricultural chemicals. Livestock graziers will use management intensive grazing systems, moving their animals from paddock to paddock every day or so, to enhance rather



Sound sustainable crop production practices, appropriate for Countryside Initiative farms, are depicted in the photos above and on the following page. Here, a European designed and manufactured spader prepares seedbeds with less damage to soil structure and soil biota than is typically caused by conventional plows and rototillers.

Photo courtesy of Crown Point Ecology Center, Bath, Ohio.



Row covers, used inside a solar greenhouse (top) greatly extend the growing season without recourse to fossil fuel heating. Knowledge of insect and weed behavior, close monitoring, and hand labor can eliminate most or all pesticides and herbicides (center). Careful post-harvest washing makes vegetables attractive and herbicides (center). Initiative farmers will utilize similar sustainable production practices.

Photos courtesy of Crown Point Ecology Center, Bath, Ohio.

than degrade pasture health. And all livestock handling systems must respect the animals' basic physical nature and welfare; close confinement systems are not appropriate. The Initiative has no rigid categorical prohibitions or exclusions for specific crop or livestock species. In general, however, exotic or newly popular livestock enterprises, such as bison, deer, elk, ostriches, emues, rheas, llamas, alpacas, miniatures, and equine boarding are of limited interest to the Initiative.

Initiative farms will use the full range of marketing methods now common in sustainable farming. Some farmers will develop PYO (Pick Your Own) operations for blueberries, raspberries, strawberries, apples, pumpkins, and so on. Some will establish CSA (Community Supported Agriculture) programs in which shares of each season's production are sold in advance to, say, 50 to 150 families. RSA (Restaurant Supported Agriculture) arrangements will provide dependable outlets for others. Livestock raisers will build strong ties to area ethnic communities providing fresh, high quality, specialty meats for cultural and religious celebrations and traditions. Some farmers will maintain a roadside stand, attend weekly farmers markets, deliver direct to customers, or have customers pick up produce at the farm. And most Initiative farmers will probably maintain close communication with their customers via the Internet.

Some 3,500,000 visitors use CVNP facilities annually. And, perhaps two to three times as many residents of nearby communities traverse the park each year. Visitors and local community members offer enormous market potential for Initiative farmers. And farmers have enormous potential to offer them new ways to use and enjoy the park. Marketing success – marketing security – for Initiative farmers will be based on the personal relationships that develop between farmers and their customers.

#### Landscape Aesthetics

Aldo Leopold observed in 1939 that "every farmer's land is a portrait of himself" – a poetic way to describe an understanding

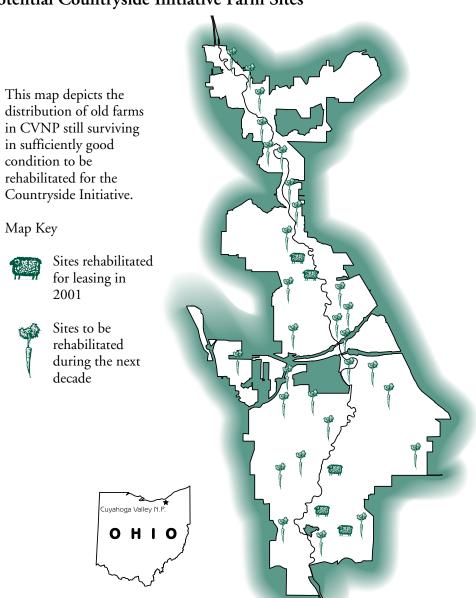
common among farmers and homeowners alike. A simple drive through most middle class American suburbs on a summer weekend reveals an army of turf warriors doing battle with long grass and dandelions. They hold this truth to be self-evident: The way your place looks is a reflection on you. And Initiative farmers may expect that many of the turf warriors living near CVNP will be driving into the Valley to view the farms. What those farms look like will be a reflection on the farm operator, the Initiative, CVNP, and NPS. And so, Initiative farmers will need to pay very careful attention to the aesthetics and appearance of their farms – in a sense, they will always be farming in a fishbowl. Initiative farms should be an expression of beauty in the countryside – tended, cared for, valued nature.

#### Recapturing a Sense of Place

Over the next decade, the Countryside Initiative will rehabilitate and revitalize some 30 to 35 farms, encompassing 1,500 acres or so. On average, about three farms will be leased annually to private individuals (the first round of leases, beginning in the year 2001, consists of five farms). Collectively, this group of 30+ farms will recapture some of the look and feel of the rural countryside, admired by Valley visitors from the mid-nineteenth century to the mid-twentieth. Of course, these farms represent only a small fraction of the landscape devoted to farming a century ago. Agricultural census reports from the 1870s and 80s describe the landscape of Valley towns as ranging from 60% to over 90% improved (cleared) for agriculture.

Today, CVNP encompasses some 33,000 acres, 19,000 owned by NPS. Of that, some 450 acres (about 2.5%) were devoted to agricultural purposes in year 2000, and an even smaller fraction of non-federal land is now in any form of agriculture. It would be optimistic to think that the Initiative could eventually restore even 10% of federal lands to farming. To use a playful analogy, the face of the park will never again sport a full farming tan, but it can, perhaps, regain a special set of green freckles called farms. And, like the bits and pieces of the canal and railroad previously rehabilitated, this smattering of small farms will make the Valley's recent history and beauty much more imaginable and accessible.

# A Smattering of Small Jarms Potential Countryside Initiative Farm Sites



# Leasing Authority & Conditions

### Legislative Authorization

Long-term leasing of federally owned or administered property, for purposes such as the Countryside Initiative, is now authorized by Congressional Acts 16 U.S.C. 1a-2(k) and U.S.C. 470 h-3. Associated regulations allow leases of up to fifty years, at fair market value rent. Prior to these current authorizations, use of NPS lands for agricultural purposes has been limited to Special Use Permits (SUPs) covering periods of one to five years. Although short-term SUPs are intended to prevent or limit serious damage to park lands, ironically, they act as a negative incentive to basic land stewardship. It is economically irrational for farmers to undertake costly long-term land care programs, which can take years or decades to implement, since they have little assurance of a reasonable return on their investment. The leasing authority now available for the Countryside Initiative resolves this inherent dilemma.

# Duration & Transferability of Leases

The maximum term or duration of any lease will be 50 years, at which point a new open competitive process is once again required by law. Some lessees may prefer a shorter-term lease. However, a competitively earned leasehold interest is transferable (by gift, sale, or other device) to the lessees' children, or to other persons, subject to approval by CVNP. Any transfer of the right to occupy and operate a Countryside Initiative farm is contingent upon the lessee and transferee satisfactorily demonstrating that such a change will result in equal or superior management of the farm.

### Responsibility for Continuous Active Farming

Achieving the purpose and objectives of the Countryside Initiative depends upon all leased farms being actively and continuously operated – as described in lessees' winning proposals, in their subsequently negotiated leases, and in annually approved operating plans. If a lessee becomes unable to fulfill the obligations of his or her lease, for whatever reason (illness, injury, insolvency, divorce, death, and so on), the lessee (or lessee's agent) must transfer the remaining leasehold interest as described above, or relinquish the remaining interest directly to CVNP. Either option must be completed within twelve months of the date on which the lessee notifies CVNP of an inability to continue, or of the date that CVNP notifies the lessee that the lessee is in default of agreed upon lease requirements.

### Jair Market Value Rent

#### **Dual Components of Rent**

All Countryside Initiative farms must be leased at fair market value rent. In the marketplace, farm leases are commonly based on two distinct financial factors: the rental value of a residence, and the rental value of agricultural buildings and land (or the productive income from utilizing the buildings and land.) This practice is followed in establishing fair market value rent for Initiative farms.

#### Residential Component

The residential component of fair market value rent is determined by first obtaining an appraisal, prepared by a certified appraiser, which compares Initiative farm residences with similar properties in surrounding communities. This raw number is then adjusted to reflect several limitations, restrictions, and requirements. First, only persons with the knowledge, resources, and willingness to affirmatively farm according to Initiative guidelines are eligible to lease and live in these residences. Lessees must affirmatively comply with all applicable federal regulations and NPS requirements and related to archaeological, historical, and natural resources (e.g., National Environmental Policy Act, National Historic Preservation Act, Endangered Species Act). Moreover, lessees will experience a significant loss of privacy due to the residence's location on a park farm where limited but regular public access is encouraged. For these and other reasons, the raw appraisal will be reduced 50% for all residences, and an additional 10% for all residences listed in, or eligible for listing in, the National Register of Historic Places.

#### **Productive Component**

The productive component of fair market value rent will be computed as a percentage of gross farm revenue derived from farming and all other sources related to the use of the Initiative property. Other sources of lessee revenue, unrelated to use of the farm site, shall have no bearing on this rental component. This method of determining farm rent is one of several methods commonly referred to in the market place as a *flexible cash rent*. This particular form of flexible cash rent allows lessors and lessees to share in both the risks of production and in opportunities for profit.

The precise percentage paid by Midwestern farmers for rental of land varies widely by agricultural enterprise: 30% to 40% of gross revenue in conventional corn and soybean operations and 10% to 20% of gross revenue in chemically intensive fruit/vegetable enterprises. While Countryside Initiative farm enterprises will more closely resemble the latter, they carry an additional affirmative responsibility to use only approved sustainable production practices. Hence, the productive component of Initiative farm rent will be benchmarked at

10% of gross farm income. That benchmark will be reduced by 1% of gross income for certified organic producers since verification of sustainable production practices will be largely assumed by the certifying agency.

Initiative farmers are expected to be active land stewards, enhancing soil health and productivity through ecologically natural and beneficial practices which are relatively slow. Such practices often require five to ten years to reach (and stabilize at) optimum levels of production. Similarly, Initiative farmers are expected to create new retail markets where none currently exist — a process which also typically follows a slow growth curve, requiring five to ten years to achieve a high optimum level. Hence, a lessee's productive component of rent will be discounted during the first ten years of operation: beginning at 5% of gross farm income in year one (4% for certified organic enterprises), and increasing thereafter .5% annually until reaching 10% in year ten (9% for certified organic).

# Description of Individual Farming Units

### Overview of 2001 Offerings

The first round of leasing opportunities for the Countryside Initiative includes five farming units. Each unit consists of a rehabilitated farmhouse, various outbuildings, and various parcels of nearby land. Like farms elsewhere, most Valley farms passed through a series of ownerships, subdivisions, and modifications. Over time, buildings were added and removed, and field usage changed as circumstances evolved. The farming units offered for lease here attempt to regroup the surviving remnants of these older farms into practical units suited for modern, small-scale, retail farming.



Most of CVNP's older properties require significant architectural rehabilitation for any kind of occupancy or use. These photos depict rehabilitation of two structures for the Countryside Initiative: rehabilitation in Farming Unit No. 1, and the large barn in The residence in Farming Unit No. 2.

CVNP is undertaking substantial rehabilitation of old farm buildings, and limited clearing of old fields not yet into advanced natural succession. Hence the farming units offered will be readily habitable and usable for agricultural purposes at the very outset of their leases. CVNP's building rehabilitation establishes a minimum benchmark for lessee's maintenance of farm buildings during the term of their lease. CVNP will retain responsibility for the repair and replacement of major structural components and systems. But minor repairs, routine maintenance, and cosmetic changes will be

the lessee's responsibility (see the supplemental Countryside Initiative Model Lease for specific details). CVNP's removal of weeds and brush from old fields, while eliminating an inconvenience and start-up cost for lessees, does not establish a similar benchmark for land stewardship. The "as is" conditions of farm fields are merely a starting point for the lessee's long-term improvement of soil health. (See Preferred Production Practices for Sustainable Agriculture, in Appendix B).

Compared to conventional agriculture, most Countryside Initiative farming will require relatively modest capital investment. Still, Initiative enterprises will require most lessees to make some capital investment for additional buildings, fences, ponds, or other needs. Such investments will be entirely the responsibility of the leaseholder and should be amortized over the duration of the lease – since, by law, ownership of such additions and improvements must revert to the government upon termination of the lease.

Proposers should be aware that significant changes to existing buildings or landscape features may or may not be possible. Countryside Initiative farms exist in a National Park context – which is to say a rather special place, with special preservation and protection needs. Some farms are located on archeologically sensitive sites which have been occupied by humans for thousands of years. Several are in the National Register of Historic Places. Others have fragile environmental features. And all farms have strong wildlife predation pressure. The Initiative is not apt to be a good fit for persons who perceive these realities as irksome impediments – rather than cultural and natural features which could make their lives more interesting and enjoyable, and their stewardship more significant. CCC and CVNP staff are prepared to work closely with proposers/lessees to find workable solutions for legitimate enterprise needs. In most instances, the real issue will be what a building, fence, or pond should look like, or where to locate it, not whether it can happen.

The five farms offered in this RFP have been arbitrarily assigned an offering number, from 1 to 5, and may be identified or referred to in proposals by this number. They are also identified here by the names most commonly used by park managers. National Register

properties are usually referred to by the name of the original owner or builder of the residence. Non-Register properties are referred to by the name of the occupant at the time the site was acquired by NPS. Such names will, no doubt, continue to be used as a matter of custom by park resource managers. But it is expected that once these farming units are leased for Countryside Initiative use, they will become known to lessees, and to the general public, by appropriate and distinctive names selected by lessees to help establish clear identities for their new farming enterprises.

Each farming unit offered for lease includes several fields. These fields were assigned arbitrary numbers in the course of inventorying CVNP's surviving agricultural resources, and the numbers now appear in the following descriptions of individual farms. They have no significance, other than serving as a simple, convenient means for identifying a particular field. The approximate acreage, soil type, current usage of each field is listed. Proposers should be aware that they are free to propose usage of all, or a portion, of the farming unit they are interested in. For example, Point Farm – Unit No. 3, has thirteen separate fields, in addition to the farmstead. Should a proposer only want to use or be responsible for, say three or four fields, that is permissible. However, all things being equal, proposals which use the entire unit as offered will be judged to be most competitive.

While the most important general features of each farming unit are described in this RFP document, significant and useful supplemental information is available regarding the farm buildings and fields. These supplemental information sheets will be available during pre-proposal farm tours, and thereafter at the CCC office for anyone not able to attend a farm tour. It is recommended that everyone preparing a proposal attend one of the scheduled pre-proposal tour/discussions. See the RFP's attached cover letter accompanying this RFP for specific times and locations of each tour.

From time to time changes in federal regulations can affect park policies and regulations such as those associated with this RFP. Any such changes, should they occur, will be communicated to proposers in a timely fashion, prior to the signing of any lease documents.

#### Location of Farming Units

#### Countryside Initiative Leasing Opportunities for 2001

#### Farming Units

#### Vaughn Farm - No. 1

9570 Riverview Road Brecksville, Cuyahoga Co.

#### Leyser Farm - No. 2

9640 Riverview Road Brecksville, Cuyahoga Co.

#### Point Farm- No. 3

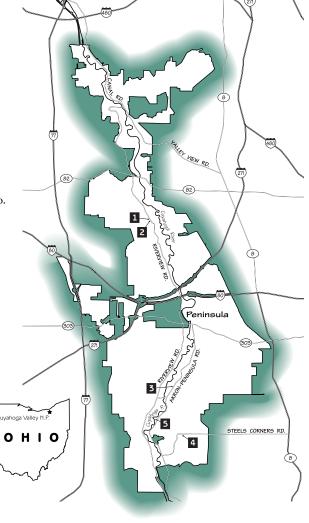
4570 Akron-Peninsula Road Boston Township, Summit Co.

#### Parry Farm- No. 4

1274 W. Steels Corner Road Cuyahoga Falls, Summit Co.

#### Muranyi Farm - No. 5

3942 Akron-Peninsula Road Cuyahoga Falls, Summit Co.



# Vaughn Farm

#### **Historical Sketch**

The Connecticut Land Company began surveying Cuyahoga Valley lands west of the Cuyahoga River in 1805, hoping for rapid sales to speculators. But land sales proved difficult and slow due to harsh frontier conditions and the region's isolation from eastern markets. Not until the Ohio and Erie Canal opened in 1827 did settlement begin in earnest. By 1870, Richard Vaughn appears to have been the second or third owner of Lot 80, a 112-acre parcel of land adjourning the river, in an area that eventually became Brecksville Township.

A house and barn were built on Lot 80 between 1875 and 1880. Vaughn and his relatives owned several lots throughout the Brecksville area. It is not known which (if any) Vaughn family members actually lived on this farm. But, like other farms owned by the Vaughns, this farm raised dairy cattle, sheep, corn, oats, and wheat. The property was sold to a non-family member in 1885, and thereafter subdivided and resold a number of times.

The Vaughn farmstead is now listed in the National Register of Historic Places. The house and outbuildings are fine examples of building types and styles introduced to the Connecticut Valley from New York and New England. The farmstead retains a great deal of its original architectural integrity. But most of the original farm's best land (situated between Riverview Road and the Cuyahoga River) was sold and subdivided for house-lots. While some of these small parcels may eventually be available once again for farming, they are not part of this offering.

Farming Unit No. 1 consists of the original Vaughn farmstead, small adjoining fields from original Lot 80, and some 13 acres east of Riverview Road originally associated with another farm. Please note that proposers may request some adjustment to the allocation/division of fields between Farming Units No. 1 and No. 2, or could propose to lease/operate these units cooperatively.

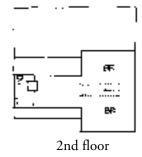
#### Farmhouse Description



#### Residence Data

Stories
Rooms       9         Bedrooms       3         Baths       2
Area (sq. ft.)
Basement
Heat Type FWA Fuel LP Gas
CoolingYes
Sanitary Septic
Water Cistern
FMV Rent \$700/mo.

#### Floor Plan





1st floor

Like other farms owned by the Vaughns,

this farm

raised dairy

cattle, sheep,

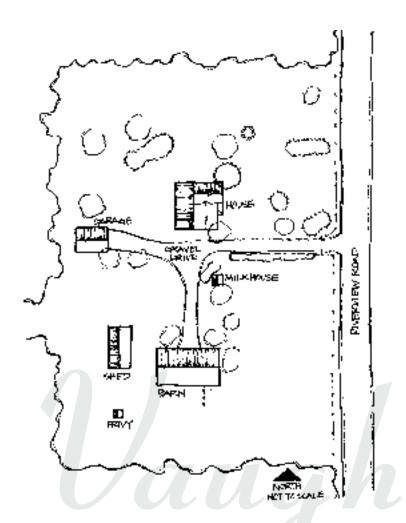
corn, oats,

and wheat.

# Farming Unit No. 1

# Farmstead Description Outbuilding Data

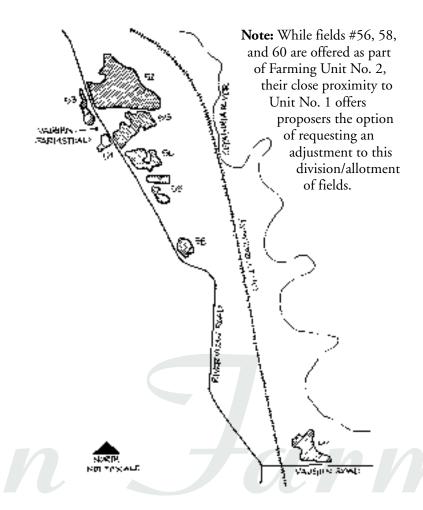
Bank Barn	2 Stories	30' x 50'
Garage		21' x 25'
Work Shed		20' x 30'
Milk House		8' x 8'
Privy		4' x 5'



### Field System Description

#### Field Data

Field #	Approx. Acreage	Soil Types	Current Usage
52	9.5	Sandy Loam	Old Field
53	0.6	Silt Loam	Old Field
54	0.3	Sandy Loam	Lawn
55	1.5	Sandy Loam	Old Field
	Total 11.9	•	



# Leyser Farm

#### Historical Sketch

Like all of the land in the Cuyahoga Valley, this site was owned by the Connecticut Land Company when first surveyed. One of Company's early speculators, John Breck, purchased most of the land that would become Brecksville Township. His son, John A. Breck, owned Lot 79 by 1852, a 98-acre lot which he used for agriculture. By 1871, Breck had subdivided and sold the lot in three parcels, including a 40-acre parcel bordering Riverview Road on the west, referred to in this offering as the Leyser Farm.

Joseph and Josephine Gasser, Swiss immigrants, purchased this parcel about 1876, and built the core of the existing house in 1890. The Gassers operated a small-scale, market gardening type farm until 1905, when the property was sold, further subdivided, and ceased functioning as a farm. Like larger Valley farms, the Gassers raised corn, wheat, and oats. But, like a growing number of small farms in Cuyahoga County (where 953 of 4,169 farms were less than 20 acres in 1880), the Gasser operation focused mainly on cash crops for the local urban market such as butter, eggs, and potatoes.

The farmhouse built by the Gassers is described as a vernacular, front gabled, upright-and-wing frame building. It received several updates and modifications during the twentieth century. The small barn near the house was built around 1900 and is a good example of turn-of-the-twentieth century barns built for farms with few livestock and limited storage needs for hay and grain. The large raised-bank barn in this lease offering was built in 1881 for the 27-acre farm east of Riverview Road (which was part of Breck's three-way division of Lot 70.)

Farming Unit No. 2 is comprised of the original Gasser farmstead, some of the original Gasser farm fields west of Riverview Road, and the large barn and nearby fields on the east side of Riverview.

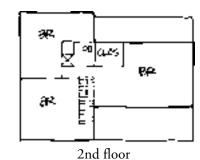
#### Farmhouse Description

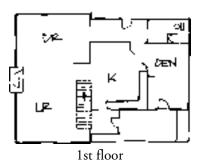


#### Residence Data

Stories
Rooms 9
Bedrooms 4
Baths 2
Area (sq. ft.)
Basement 558
1st Floor 1128
2nd Floor 942
Heat
Type Hot H2O
Fuel LP Gas
CoolingNo
Sanitary Septic
Water Cistern
FMV Rent \$750/mo.

#### Floor Plan





The Gasser

focused mainly

on cash crops

such as butter.

eggs, and

potatoes,

for the local

urban market.

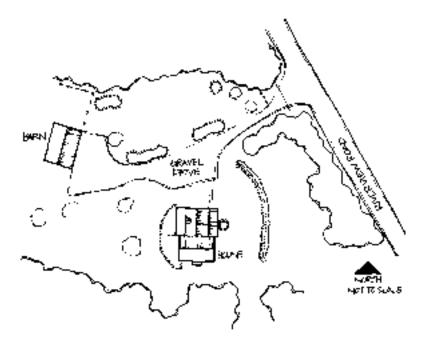
operation

# Farming Unit No. 2

### Farmstead Description

**Outbuilding Data** 

Small Barn	2 stories	25' x 25'
Large Barn	2 stories	36' x 46'

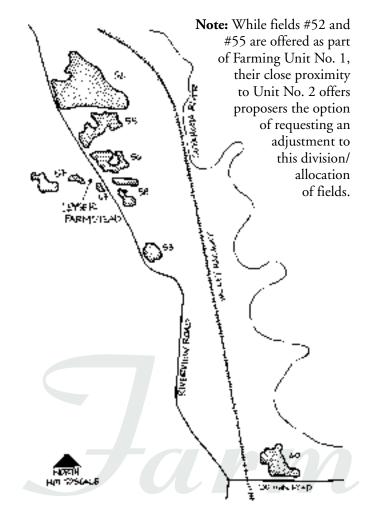


# Leyser

### Field System Description

Field Data

Field #	Approx. Acreage	e Soil Types	Current Usage
56	2.7	Silt Loam	Old Field
57	2.9	Silt/Sandy Loam	Old Field
58	6.4	Silt/Sandy Loam	Old Field
60	3.8	Loam	Old Field
	Total 15.8		



# Point Farm\_

#### Historical Sketch

The Point farmstead is located on an elevation overlooking the Cuyahoga River, which has been intermittently occupied by humans for nearly 8,000 years. This site became part of Boston Township Lot 29 when the Valley was originally surveyed and sold to land speculators in the early nineteenth century.

Jor several decades, the Point Jarm was an above average producer of milk, butter, corn, oats, wheat, and

Lot 29 was acquired by Nathaniel Point in 1857, who built the existing farmhouse in 1876 and the existing bank barn across the road the following year. The farm remained in the Point family until 1939, fluctuating in size between 112 and 138 acres. It was thereafter sold and subdivided into smaller units. For several decades, the Point farm was an above average producer of milk, butter, corn, oats, wheat, and potatoes.

Existing farm structures retain a great deal of their original architectural integrity, and are now listed in the National Register of Historic Places. Both the vernacular Queen Anne style house and raised bank barn are good examples of important building types introduced to the Cuyahoga Valley from central New York State during the nineteenth century. Much of the original Point farmland, however, experienced less fortunate circumstances, being subdivided and developed. Some parts of the original farm were strip-mined for sand and gravel.

Farming Unit No. 3 is comprised of the well-preserved Point farmstead, certain fields from the original Point farm, and several fields from other farms located along Akron-Peninsula road north of the Point farmstead.

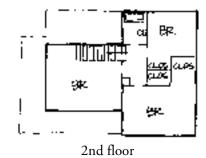
#### Farmhouse Description

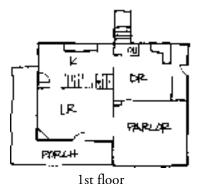


#### Residence Data

Stories 2
Rooms 7
Bedrooms 3
Baths
Area (sq. ft.)
Basement 972
1st Floor 972
2nd Floor 828
Porch 250
Heat
Type FWA
Fuel LP Gas
CoolingYes
Sanitary Septic
Water Cistern
FMV Rent \$480/mo.

#### Floor Plan



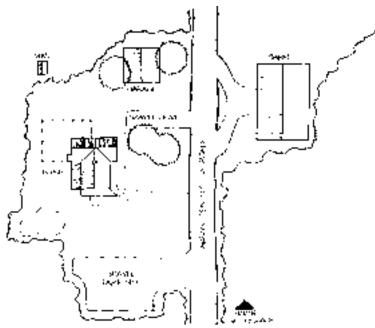


potatoes.

# Farming Unit No. 3

# Farmstead Description Outbuilding Data

Bank Barn	. Stories 2	40' x 60'
Garage		27' x 27'
Shed		



### Field System Description

Field	Data
riciu	Data

Field #	Approx. Acreage	e Soil Types	Current Usage
120	4.7	Silt Loam	Hay
121	10.6	Loam/Silt Loam	Old Field
134	2.4	Silt Loam	Old Field
135	11.2	Silt Loam	Sweet Corn
136	5.2	Silt Loam	Sweet Corn
137	9.5	Silt Loam	Hay
148	6.1	Silt Loam	Hay
149	2.1	Loam/Silt Loam	Hay
150	2.1	Loam/Silt Loam	Hay
151	0.9	Loam/Silt Loam	Old Field
152	3.0	Silt Loam	Hay
153	0.2	Gravely Loam	Old Field
154	3.5	Silt Loam	Old Field
	Total 61.5	11 1 10	~X



# Parry Farm

#### **Historical Sketch**

The Corp family's diversified farming enterprise was fairly typical of Valley farms at the time: dairy, swine, sheep, wheat, corn,

The Parry farmhouse was built in 1848 by Elias Corp and his son, Robert. In addition to the 55-acre parcel of land on which this house was located, Robert owned adjoining farmland. Father and son appear to have farmed together for several years. And they were eventually joined by another relative, Morris Corp, who continued to farm the original site until 1885.

The Corp family's diversified farming enterprise was fairly typical of Valley farms at the time: dairy, swine, sheep, wheat, corn, and oats. Subsequently, the property was subdivided and sold a number of times.

The house built by the Corps is a two-storied, front gabled, wood-frame building in the Greek Revival style. This style, introduced to the Valley by settlers from New York and New England, became popular throughout the entire Western Reserve. While the farmhouse retains much of its architectural integrity, associated farm outbuildings have not survived. Only a garage, dating to around 1930, remains.

Farming Unit No. 4 is comprised of the original Corp farmhouse (and later garage), some of the original Corp fields, and several additional fields which were associated with other farms located to the west, along Steels Corners Road.

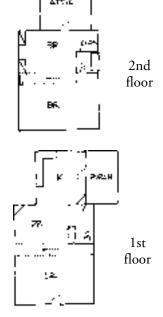
#### Farmhouse Description



#### Residence Data

Stories
Rooms 6
Bedrooms 2
Baths 2
Area (sq. ft.)
Basement 308
1st Floor 826
2nd Floor 616
Heat
Type FWA
Fuel Oil
CoolingNo
Sanitary Septic
Water Well
FMV Rent \$450/mo.

#### Floor Plan



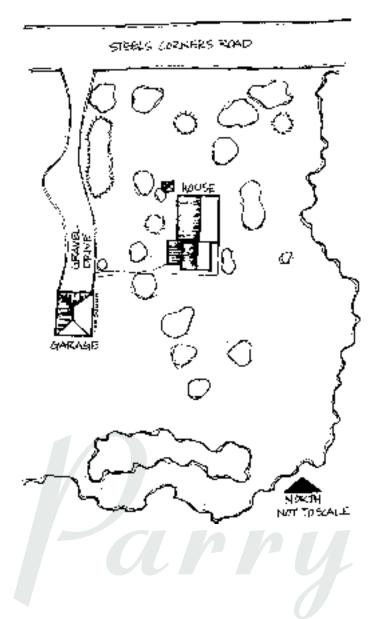
and oats.

# Farming Unit No. 4

# Farmstead Description

Outbuilding Data

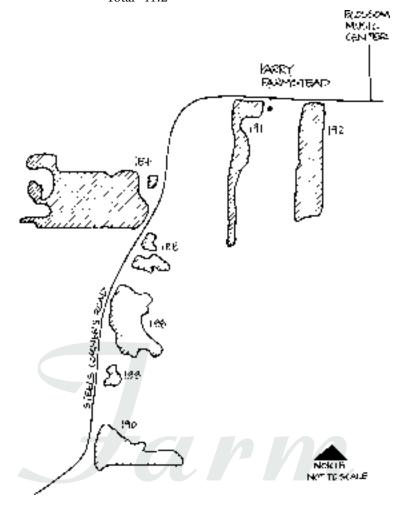
Garage . . . . . . . . . . . . 18' x 24'



### Field System Description

Field Data

Field #	Approx. Acreage	Soil Types	Current Usage
187	13.7	Silt Loam	Old Field
188	13.3	Loam/Silt Loam	Old Field
190	4.1	Silt Loam	Old Field
191	4.1	Silt Loam	Old Field
192	6.0	Silt Loam	Old Field
	Total 41.2		



# Muranyi Farm

#### **Historical Sketch**

The Muranyi Farmstead is located on Akron-Peninsula Road near the Cuyahoga River. Throughout the first half of the nineteenth century, Stephen Ayres owned and farmed this section of Northampton Lot 72. The 1850 Agricultural Census reveals that Ayres' farm produced typical valley crops such as corn, oats, and wheat. Ayres also owned several dairy cows, 7 other cattle, and 40 sheep.

By the 1890s, Samuel Perkins purchased Lot 72 and continued to farm the parcel. However, the twentieth century brought continual subdivision of the lot, and the production of farm crops shifted from grain to market vegetables for the burgeoning urban centers of Cleveland and Akron. All houses and barns associated with the Ayres and Perkins years appear to have been located east of Akron-Peninsula Road, though none have survived.

During the early and mid 1900s, the farmstead included a modest tenant house and a barn. Constructed circa 1900, the tenant house was located directly north of the existing barn on the west side of Akron-Peninsula Road. That house was removed in the late 1970s. The existing barn, built in the 1930s, and now used as a residence and sales shop, is the only structure in this offering. In the 1960s, John Muranyi, an engineer in the rubber industry, purchased the property and remodeled the barn as a residence/office.

Farming Unit No. 5 consists of a partially refinished barn/residence/shop, an adjoining field originally part of the Ayres/Perkins farm on Lot 72, and two adjoining fields (to the south) previously associated with another farm.

#### **Special Note:**

Potential proposers should be aware of certain conditions and limitations related to this lease offering. It is the only farming unit in the 2001 offering which has an existing occupant/operator, and is offered at this time at the request of the occupant/operator.

This site was sold to NPS by John Muranyi with a Reservation of Use and Occupancy (ROU) that expires March 16, 2003. The current occupant/operator purchased the final years of this ROU, and established an enterprise known to the public as Crooked River Herb Farm.

Upon expiration of an ROU, if a property is to continue in private use, by law it must be offered competitively to the general public. Hence, the Muranyi property is included in this lease offering, and the current occupant/operator may compete to secure long-term usage. In any event, the existing occupant/operator retains the right to use and occupy the barn/residence, and will be allowed on-going use of field #203 through March 16, 2003, if so desired.

#### Farmhouse Description



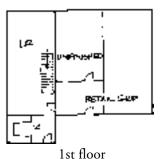
#### Residence Data

Stories
Rooms 4
Bedrooms 2
Baths 1
Area (sq. ft.)
Basement 1302
1st Floor 546
2nd Floor 434
Heat
Type Hot H2O
Fuel LP Gas
CoolingNo
Sanitary Septic
Water Well
FMV Rent \$325/mo.

#### Floor Plan



2nd floor



The 1850

Agricul-

tural Census

reveals that

Ayres

produced

typical

valley crops

such as corn,

oats, and

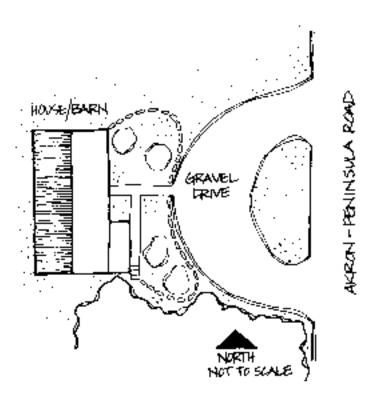
wheat.

farm

# Farming Unit No. 5

# Farmstead Description Outbuilding Data

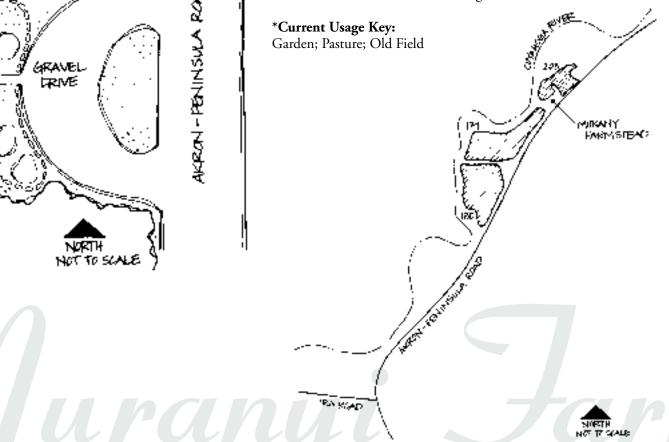
Note: Existing outbuildings are the property of the current occupant and may be removed.



# Field System Description Field Data

Field #	Approx. Acreage	Soil Types	Current Usage
179	6.5	Silt Loam	Sweet Corn
180	5.7	Silt Loam	Sweet Corn
203	9.4 L	oam/Gravely Loa	am G/P/OF*
	Total 21.6	•	

**Note:** Roughly one fourth of field #203 is presently used for garden and pasture. Most of the remainder is an old field, which may have environmental limitation for farming.



# Proposal Contents & Evaluation

### Invitation to Compete

As noted earlier, this RFP is, by law, open to all interested parties on a competitive basis. Hence, the five proposals judged most likely to achieve the best use of the five farms in the current offering will be selected for implementation. However, we are encouraging all interested parties to prepare as creative and strong a proposal as their experience and resources allow. Superior ideas may well be proposed by persons having limited experience or resources. Such proposals will receive careful consideration for this and future offerings; promising concepts can be refined and improved for future offerings. And promising proposers can be helped to improve their knowledge, skills, and resources in order to become more competitive in the future.

### Format and Accuracy

Proposals submitted in response to this request should follow the simple format suggested below. You are asked to answer questions or supply specific information to fourteen numbered items. Please number your responses correspondingly, from one to fourteen, and respond fully and accurately to all questions/requests. Honest, accurate responses are essential to determining the best match between proposals/proposers and a particular farm. False statements are a basis for disqualifying any proposal, or for voiding a lease if discovered at a later date. Additional penalties for false statements are prescribed in 18 U.S.C. 1001.

### Purposes of the Information Requested

The information requested here will serve as the substance of your proposal. Straightforward and thoughtful responses to the information requested will effectively demonstrate what a proposer would like to accomplish, and why. And thorough responses will give proposal evaluators a good basis for judging whether a proposer has the knowledge, experience, and resources to accomplish their vision.

### Proposer Identification and Farm of Choice

- 1. Please provide full identification of the person(s) responsible for the proposal(s) submitted: Name(s), address(es), telephone number(s), fax number(s), or E-mail address(es). In addition, please supply the name(s), address(es), and phone number(s) of two personal and two professional references.
- 2. Which of the five farms being offered for lease in this first round (year 2001) are you most interested in? Why? Are you interested in the entire farming unit as offered? Are you interested in any of the other farms? Will you be submitting an additional proposal for another farm? If so, please indicate in each proposal that you are submitting multiple proposals and indicate your order of preference.

# Understanding of the Countryside Initiative

3. Please respond thoughtfully, creatively, and accurately when providing the following information. Describe in your own words your understanding or interpretation of the purposes of the Countryside Initiative. What do you see as the Initiative's

most important or useful features? The least important or useful? What would you like to see changed, rethought, or redirected about the purpose, vision, or goals of the Initiative, if possible? Why?

4. Describe ways in which the author(s) of this proposal is (are) a good fit for the Countryside Initiative. What would you, and your farm, contribute to the big picture – to the goals and objectives of the Initiative?

### Proposed Farming Enterprise

Describe your vision of the farming enterprise you would like to develop on the particular farm you have selected. A persuasive proposal should address all of the following issues in some manner and detail.

- 5. Describe your "enterprise" (i.e., pick your own strawberries; 57 varieties of veggies; specialty meats for ethnic markets; sheep's milk cheese; etc.). Explain your choice of this enterprise as opposed to other possibilities.
- 6. How will your farm encourage interaction with regular park visitors and residents from surrounding communities?
- 7. What sort of relationships do you envision with other farms and farmers in the Countryside Initiative?
- 8. Two goals of the Countryside Initiative, described in this RFP, are "reestablishing a working agricultural landscape" in the park and the desire for each farm to be an expression of "beauty in the countryside." Explain how your enterprise will interpret and contribute to these goals.
- 9. Describe your retail and niche marketing philosophy, and some of the specific practices you intend to implement.
- 10. Describe and explain your intended production practices. Do you intend to become a certified organic producer? Why?

Explain where you fit on the spectrum of production practices outlined in Appendix B, and the environmental consequences of your practices.

- 11. Describe your human resources: Explain the knowledge, skills, and experience that you would bring to your proposed enterprise. Please describe your farming experience in some detail. Similarly describe the role you expect family members, friends, or other persons to play in the enterprise.
- 12. Detail your financial resources: Do you have savings, or access to other capital to launch your enterprise? What capital investments will be needed for your particular enterprise, on your particular farm? Where will the capital come from? Will you have non-farm sources of revenue to help support your family/group/organization? Prepare a basic three-year start-up budget showing anticipated expected capital expenditures, annual enterprise operating expenses, annual living expenses, and annual revenues sufficient to safely cover all expenditures. (See Appendix C for typical annual enterprise operating budget categories, details, and format.)
- 13. Develop a timeline and narrative describing what you might expect to accomplish in one year, three years, five years, ten years, beyond. Describe your assumptions and contingencies.
- 14. Having read and considered the terms presented in the Countryside Initiative Model Lease (see page 29, Supplemental Information), are you prepared to execute a similar document without substantial modification? Briefly identify any section of the lease you would hope to modify.

# Proposal Evaluation

All proposals will be scored on the quality of their response to the forgoing questions and requests for information. Each question/ request is important, and failure to satisfactorily address any can be

disqualifying. Successful proposals will demonstrate a thoughtful and thorough response to the entire set of questions/requests. In brief, proposers must present a clear and appealing vision of what they want to accomplish and why; and they must convincingly demonstrate that they have the knowledge, skills, and resources to effectively implement their vision. We recognize that the skills required to plan and carry out a farming/marketing enterprise are not necessarily the same as those required to prepare an eloquently written or slickly packaged proposal. You may be sure that will be taken into account. However, Initiative farmers will need (and should demonstrate in their proposal) an ability to articulate and communicate the goals of their enterprise – and how those goals support the goals of the Initiative.

# Preparation & Submission of Proposals

### Items to Include

Proposers are requested to review the preceding general section, *Proposal Contents & Evaluation*, to be certain that all fourteen questions/requests have been carefully addressed. A transmittal letter (based on the model in Appendix A) will complete the required information. The National Park Service assumes no responsibility for a proposal submitted on the basis of an incomplete package.

### Number of Copies, Method of Transmittal

Six (6) copies of the transmittal letter and proposal must be enclosed in sealed envelope(s), and received at the National Park Service office before the local prevailing time and date stated on the cover letter accompanying this RFP. The face of the sealed envelope(s) shall show the proposer's name and address, and the receiver's address as shown here:

Countryside Initiative RFP Cuyahoga Valley National Park 15610 Vaughn Road Brecksville, OH 44141

Telephonic proposals, faxes, e-mail, and other means of transmittal will not be considered. Please note that proposals will not be returned to the proposers and will be retained by the National Park Service.

### Inquiries & Explanations

Any explanation desired by a proposer regarding the meaning or interpretation of the RFP must be submitted in writing and with sufficient time allowed for a reply to reach the proposer before the submission of their proposal. Oral explanations or interpretations given in reply will not be binding. Any information given in writing to a prospective proposer will be furnished to all prospective proposers as an amendment if such information is necessary to proposers in submitting a proposal, or if the lack of such information would be prejudicial to uninformed proposers.

# Late Proposals, Modifications, & Withdrawals

Any proposal received at the designated location after the time specified for receipt (see the cover letter accompanying this RFP) will not be considered unless: (1) It was sent by registered or certified mail not later than the fifth calendar day prior to the date specified for receipt of offers (e.g. a proposal submitted in response to a solicitation requiring receipt by the 20th of the month must have been mailed by the 15th or earlier); (2) It was sent by mail and it is determined by the Government that the late receipt was due solely to mishandling by the National Park Service after receipt at the Park Service office; or (3) It is the only proposal received. Modifications to any proposal are subject to conditions (1) and (2) above. Proposals may be withdrawn by written notice, signed by the proposer or an authorized representative.

# Acceptance of Proposals & Issuance of Leases

NPS reserves the right to reject any or all proposals and to waive information and minor irregularities in proposals received. Proposals will be conditionally accepted or rejected within thirty (30) days of the date specified for receipt of proposals. Final acceptance of any proposal will be conditional upon satisfactory negotiation and execution of a lease, and upon the lease's approval by the Regional Director, Midwest Region, NPS. Acceptance of a proposal will not create any rights on the proposer's part including, and without limitation, rights of enforcement, equity or reimbursement, until the lease and all related documents are approved and executed. All obligations of NPS are subject to the availability of appropriated funds.

# Supplemental Information Available

CCC is a non-profit cooperating partner of CVNP, created specifically to help manage the Countryside Initiative. CCC serves as the primary public contact/liaison for the Initiative.

The following information is available at the CCC office. Copies will also be available for pick up at each pre-proposal farm site tour.

- 1. Supplemental Farm Site Information
- 2. Countryside Initiative Model Lease
- 3. Sustainable Agriculture Select Bibliography
- 4. Historic Structure Treatment Requirements
- 5. The Secretary of the Interior Standards for Rehabilitation



2179 Everett Road Penninsula, OH 44264 Phone 330-657-2532 or 330-657-2538 FAX 330-657-2198

# Appendices

The three appendices referred to in this RFP text, and listed here, are presented on the following pages.

- A. Model Transmittal Letter
- B. Preferred Production Practices for Sustainable Agriculture
- C. Typical Budget Categories, Details, and Format

# Appendix A

#### Model Transmittal Letter

Countryside Initiative RFP Cuyahoga Valley National Park 15610 Vaughn Road Brecksville, OH 44141

#### Dear Evaluators:

(I)(We) hereby propose to lease (name of farm) located in Cuyahoga Valley National Park, in accordance with the terms and conditions specified in your RFP. (I)(We) are prepared to execute a lease without substantive modification of the Countryside Initiative Model Lease, except as specifically identified in the enclosed proposal, and as may be agreed to by NPS, or as may be required by NPS pursuant to the terms of the RFP and any governing regulations.

(I)(We) certify that the information furnished herewith is true to the best of (my)(our) knowledge and beliefs. (I)(We) also certify that (I)(We) have not been suspended or disbarred from holding a Federal contract.

(I)(We) have responded fully and accurately in (my)(our) proposal to each of the following questions/requests for information.

- 1. Proposer identification and references
- 2. Farm(s) of interest
- 3. Understanding of the Countryside Initiative
- 4. Enterprise's fit/contribution to the Initiative
- 5. Description/details of my farm's enterprise
- 6. Interaction with park visitors and nearby communities
- 7. Relationships with other Initiative farms and farmers
- 8. Contribution to CVNP's agricultural landscape
- 9. Retail and niche marketing philosophy and practice
- 10. Production practices, and their environmental consequences
- 11. Human resources
- 12. Financial resources
- 13. Development timeline and narrative
- 14. Farm lease issues

Submitted by	Date
0 000	 

# Appendix B

#### Preferred Production Practices For Sustainable Agriculture

Countryside Initiative farmers will be expected to possess substantial knowledge of sustainable production practices. Proposers must demonstrate awareness of preferred production practices in their RFP submission. Subsequently farm lessees will have to provide greater detail on expected production practices in annual operating proposals.

There are a wide range of practices which are acceptable for most enterprise types, and Initiative farmers will be free to choose whichever practices they prefer, provided they do not violate general principles of sustainability. The charts shown here suggest a spectrum of practices from less sustainable to more sustainable. Farming in the real world is not abstract; it involves specific conflicting circumstances and pressures which are not easy to balance. In general, however, Initiative farms must strike a balance which puts them clearly within the more sustainable parts of the spectrum.

Mind Set for Sustainable Agriculture*			
Less Sustainable Thinking •		<b>&gt;</b>	More Sustainable Thinking
Get through this year	Next few years make or break	Transfer farm to kids or to another good farmer	Stewardship for many generations

<sup>\*</sup> Adapted with permission from Sustainable Vegetable Production from Start-Up to Market, NRAES-104, by Vernon P. Grubinger, published by NRAES, the Natural Resource, Agriculture, and Engineering Service, Cooperative Extension, 152 Riley-Robb Hall, Ithaca, New York 14853-5701. (607) 255-7654.

# Appendix $\mathcal{B}$ (Continued)

Production Practices for Sustainable Vegetable/Crop Enterprises*			
Less Sustainable Practices → More Sustainable Practices			
Crop Rotation  Monoculture (same crop in same field each year)	Two years between the same crop planted in the same field	Three years between the same crop planted in the same field	Four years between the same crop planted in the same field
Organic Matter Maintenance Add crop residues only	Add animal manures + crop residues	Add cover crops, animal manures, + crop residues	Add compost, cover crops, + crop residues to soil
<b>Nitrogen Fertilization</b> Broadcast bagged fertilizer in fall	Broadcast bagged fertilizer in spring	Band and sidedress fertilizer to match timing of crop uptake	Rely on N from organic residues, in addition to timely fertilization
Insect Management Calendar spray insecticides (on predetermined schedule)	Scout for insect pests, then spray non-selective insecticide	Scout for insect pests, then spray selective, least-toxic pesticide	Use cultural practices and beneficial insects to control pests
Weed Management Apply herbicides as primary weed control tool	Apply reduced rates of herbicide and cultivate	Cultivate to remove weeds	Use allelopathy, smother crops, and mulches to suppress weeds
<b>Disease Management</b> Apply fungicide on a predetermined schedule (e.g., weekly)	Use disease modeling to time fungicide applications as needed	Employ cultural practices that prevent disease	Plant disease-resistant cultivars

<sup>\*</sup> Adapted with permission from Sustainable Vegetable Production from Start-Up to Market, NRAES-104, by Vernon P. Grubinger, published by NRAES, the Natural Resource, Agriculture, and Engineering Service, Cooperative Extension, 152 Riley-Robb Hall, Ithaca, New York 14853-5701. (607) 255-7654.

# Appendix B (Continued)

#### Production Practices for Sustainable Livestock Enterprises

Like sustainable crop production, sustainable livestock production involves a wide range of production practices which are acceptable for Countryside Initiative farms. Initiative farmers are free to choose among literally hundreds of specific management options related to livestock species, breeds, genetics, facilities, feeds and feeding, grazing systems, health care, butchering and processing, marketing, and so forth – provided those choices result in humane care of all farm animals during the course of their lives, and provided that the environmental consequences of the livestock enterprise are positive.

#### **Animal Welfare**

Countryside Initiative livestock operations must use what are generally referred to as loose confinement systems. That is, poultry are not caged, swine are not tightly crated, beef cattle are not packed into feedlots, and dairy cattle are not confined to small exercise areas. All livestock must have regular access to open air and pasture. All livestock facilities must be properly ventilated and provide animals with clean, dry rest areas (sheltered from wind during cold weather). Each proposer/lessee is responsible for recommending specific livestock management practices for CCC/CVNP review and approval.

#### **Grass-Based Livestock Production**

In simplest terms, Countryside Initiative livestock enterprises are expected to be grass-based. Plant scientist and grazing researcher E. Ann Clark, University of Guelph (Ontario, Canada), describes certain recent concepts of grass-based farming as attempts to mimic or mirror natural processes. In nature, there is no waste, because the output of every process constitutes the inputs for other processes. In contrast, conventional livestock production systems

(which depend on specialized crop production to support livestock fed in confinement) break many of the natural cycles that protect ecological systems.

Clark notes that properly managed grass-based livestock production will mimic nature in at least five key ways, which are described here in very simplified form. Fuller, technical discussions by Clark and others will be available in a forthcoming volume on sustainable livestock production being published by Natural Resource, Agriculture, and Engineering Services (NRAES), a consortium of the Cooperative Extension Services of thirteen eastern land grant universities and the United States Department of Agriculture.

**Ground Cover.** Perennial pasture provides year-round ground cover protecting bare soil from crusting, pore clogging, and the erosive effects of rainfall. Ground cover acts as a mulch, reducing moisture loss, stabilizing daily soil temperatures, and inhibiting weeds and insects associated with annual plowing (which are conventionally treated with biocides). **Note:** The sustainable crop production practices described in this appendix also ameliorate many of the problems related to conventional annual plowing.

**Soil Conservation.** Perennial pastures grow and contribute to soil organic matter from early spring to late fall. Moreover, uncultivated land promotes the accumulation of organic matter and nutrients frequently lost during conventional cultivation. This enhances a vigorous soil biotic community, and strong plant growth. In turn, that enhances water infiltration and reduces runoff, thereby reducing soil erosion and off-site contamination.

**Nutrient Cycling.** Perennial sods reduce the risk of off-site pollution through efficient nutrient cycling. They provide active nutrient uptake during high precipitation in early spring and late fall (in marked contrast to annual crops). Grassland impedes overland movement of water (hence the use of grass waterways). And deep-rooted pasture plants (like alfalfa) intercept and take up beneficial nutrients (which could become pollutants if they were to percolate past the plant root zone).

Manure. Livestock produce manure – a valued source of nutrients (in limited quantities) on a well-integrated farm. But manure is a huge waste/contamination problem for confinement feeding operations. In most large-scale livestock enterprises, where most of the livestock feed comes from off-site, there is little possibility that the site can absorb the manure generated. Initiative livestock enterprises will be expected to match livestock numbers to both the grazing capacity and the manure utilization capacity of a particular farm site. Note: It is also assumed that properly managed grass-based farms do not allow livestock direct access to streams or ponds, thereby avoiding water pollution and bank collapselerosion.

**Biocide Independence.** Well-managed perennial pastures do not require any type of pesticide or herbicide.

In short, properly managed grass-based livestock production removes several serious environmental harms which frequently result from conventional, grain-based, close-confinement systems. Grass-based systems are well suited to the type of small scale, diversified farming preferred for the Countryside Initiative.

Proposers should be aware of two specific management practices commonly used in grass-based farming appropriate and preferred for Countryside Initiative enterprises – management intensive grazing and multi-species grazing.

Management Intensive Grazing. One of the key tools of grass-based livestock production is commonly termed management intensive grazing (MIG). The key word here is *management*: MIG is knowledge and labor intensive, not capital, chemical, or technology intensive. Indeed, some of today's finest graziers describe the management of soil, plants, livestock, weather, market demand, and other factors, as an *art*. That is an apt term for the depth of understanding, and creative adjustments, required to balance and guide so many subtle factors toward desirable ends.

Traditional/conventional pasture management in America has been anything but management intensive – or an art form. Traditional/conventional pasture management is often termed

continuous grazing. The basic strategy here is to do nothing: Turn livestock into a pasture for the entire season, letting them pick and choose to eat whatever, and wherever they like. The many economic and ecological drawbacks to this practice need not be detailed here.

MIG systems operate at the opposite end of the sustainable grazing spectrum, using what is usually called *rotational grazing* or *strip grazing*. Here livestock are moved from one grazing paddock or area to another ever day or so (every few hours in some systems), depending on how a grazier chooses to balance the many factors involved. It is important to note that rotational grazing actually allows animal stocking rates from two to ten times as high per acre as continuous grazing – while avoiding the overgrazing problems commonly associated with continuous grazing.

Multi-species Grazing. The Initiative will encourage multi-species grazing in its various forms (grazing sheep, goats, cattle, and poultry sequentially or together). Multi-species grazing pushes pasture ecosystems toward diversity, complexity, and stability – while simultaneously reducing herd/flock disease and parasite pressure, and market cycle risks associated with single species production.

Proposers, future lessees, and others wishing to pursue the issues raised here in Appendix B, are encouraged to refer to the technical publications cited in the CCC Sustainable Agriculture Select Bibliography, available at the CCC office, 2179 Everett Road, Peninsula, OH 44264.

# Appendix C

#### Typical Budget Categories, Details, and Format

The generalized operational budget form/format on the following page suggests the kind of financial details proposers should supply to demonstrate a grasp of their enterprise's financial requirements. However, this form presents financial information in a highly summarized way, and greater detail would strengthen a proposal; evaluators need to understand how proposers computed or estimated each line item. Since any proposed budget, at this point, must be quite tentative and speculative, proposal evaluators will want to be certain that proposers know how to generate hard, accurate numbers that they (the proposers) could act on.

This simplified budget form makes no attempt to fit enterprise income and expenses into a larger family/household budget, or vise versa. However, it will be helpful to proposal evaluators to understand what the enterprise will contribute to the financial support of the family/household. Or conversely, what the family/household's other financial resources are expected to contribute to the farming enterprise.

**Note:** The budget categories shown on the following page are merely intended to represent a plausible mix of activities for a diversified Initiative farm. It is assumed that the line items of any budget submitted with an actual proposal will vary considerably from these hypothetical line items.

Capital investments for buildings, ponds, fences, equipment, etc., will be highly individualized. Proposers should provide reasonable cost estimates for expected improvements, and indicate their source of financing. Such improvements should be treated as a brief capital budget, separate from the operating budget. (However, such improvements/investments may result in significant annual fixed expenses, which will appear in the operating budget.)

Each farming enterprise will need to file an annual tax return with the Internal Revenue Service. Normally that will be Schedule F, which is attached to IRS Form 1040, Form 1041, Form 1065, or Form 1065-B. A sample copy of Schedule F is included here in Appendix C. Proposers are advised to construct their budget categories (and income/expense monitoring records) to facilitate transfer of data to Schedule F.

# Appendix C (Continued)

### Typical Annual Operating Budget Summary

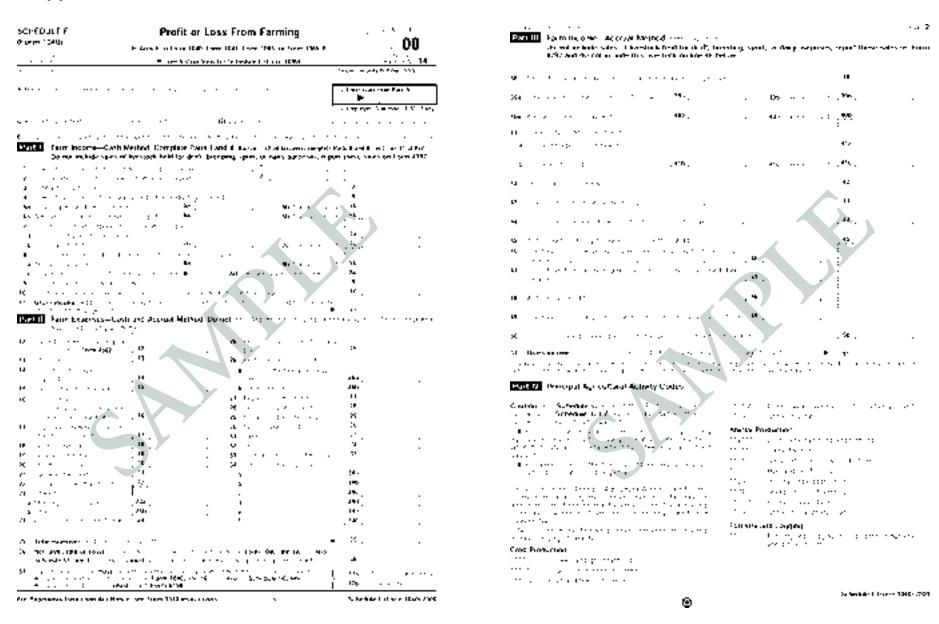
Farm In	ncome
Pick Your Own	
Strawberries	\$
Pumpkins	\$
	\$
Farmstand	
Vegetables & fruit	\$
Herbs & flowers	\$
	\$
Farmers Market	
Vegetables & fruit	\$
Herbs & flowers	\$
Poultry	\$
Lamb	\$ \$ \$ \$
	\$
Custom Meats	
Broilers	\$
Turkeys	\$
Lambs	\$ \$ \$
	\$
Other	
Breeding stock	\$
Cull sheep	\$
	\$
Enterprise Subtotal	\$
Non-enterprise Support	\$
Total Farm Income	\$

Annual Net Return		
Total Farm Income	\$	
Total Farm Expenses	\$	
Net Profit (loss)	\$	

#### Farm Expenses

Fixed Costs	
FMV Rent (residence)	\$
Capital improvement loans	\$ \$ \$ \$
Vehicle & equipment loans	\$
Farm liability insurance	\$
Turm masmey mourance	\$
W 111 G	Ψ
Variable Costs	
FMV Rent (% G. income)	\$
Pick Your Own	
Machinery/labor hours	\$
Plants/seeds/production	\$
Sales supplies	\$
11	\$
Farmstand	
Labor hours	\$
Sales supplies	\$ \$
Sales supplies	\$ \$
	φ
Farmers Market	
Labor hours	\$
Sales supplies	\$
	\$
Livestock	
Breeding stock	\$
Food/hay	\$ \$ \$ \$ 
Butchering	\$
Veterinary	\$
Labor hours	
	\$
Repair & Maintenance	
Vehicles & equipment	\$
Portable sheds	\$
Fences/pens	\$
Teneco, peno	\$
Vehicle Operating Expense	\$
Utilities	\$
Office Supplies & Equipment	\$
Marketing	
Advertising/flyers	\$
Farmers market fees	\$
- 31111010 11111101 1000	\$
I. T	
Income Taxes	\$
Total Farm Expenses	\$

# Appendix C (Continued)

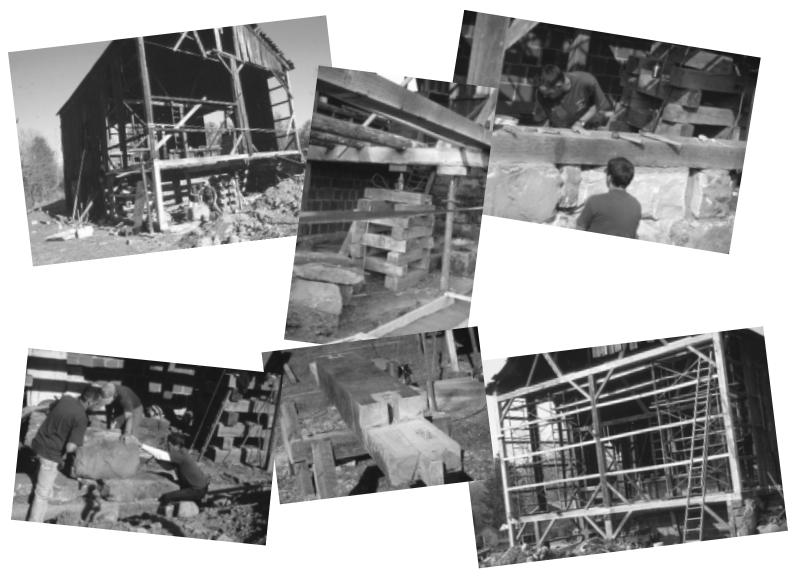


# Back to the Juture?



The glory days of the classic American-style windmill were the late nineteenth century. Windmills seemed as important to Americans in the 1890s as computers seemed in the 1990s. Most farms in rural America needed a windmill to move that precious liquid called water from one place to another – slowly but surely. Windmills became one of the most familiar, comfortable, and enduring symbols of the rural countryside. The windmill at the left (date of photo unknown, probably late nineteenth century) was located on the A. P. Carter farm, on Wheatly Road, near what is now the western boundary of CVNP. Such windmills are still manufactured and used in many parts of the world, including the United States. While they have much to recommend them - economically, environmentally, and aesthetically – only time will tell whether they can play a utilitarian role in the Countryside Initiative.

# Coming to a National Park Near You - in 2002!



Going, going - but not gone. Rehabilitation of this 19th century bank barn on the Michael Duffy farmstead was begun in the fall of 2000, and will be completed in 2001. This farmstead, now listed in the National Register of Historic Places, is located in the southeastern corner of CVNP, and is expected to be part of the second round of Countryside Initiative lease offerings, scheduled for 2002.